

THREE EVENTS IN ONE DAY

OPPORTUNITY DAY

Under this great roof there arrives daily a vast quantity of merchandise, among which there is always something entirely new or something that we have bought at a great deal less than usual and which in turn is sold to you for less. These items are featured Thursday of each week—Opportunity Day. Generally these items are not advertised, but are prominently displayed in the store. Therefore, a visit to this store tomorrow will prove worth while.

LOW RATES ON DRESSMAKING AND TAILORING DURING THE SUMMER MONTHS

To keep our organizations busy during the dull season, very low prices are being quoted on the remodeling of frocks and suits that still have a lot of wear left in them but are a little out-of-date. This service will save you money.

Children's Sox—Slightly soiled from display. Fancy and plain. 25c values. Clearance Price, two pair for..... **25c**
(First Floor).

Odd Lot of Ladies' Silk Hose—Black, white and colors. \$1.00 values. Clearance Price..... **59c**
(First Floor).

Men's Silk Hose—Spliced heel, sole and toe. Navy, red, and lavender. 50c values. Clearance Price..... **35c**
(First Floor).

10c Huck Towels—Clearance Price..... **7 1/2c**
(Second Floor).

25c Bath Towels—Clearance Price..... **19c**
(Second Floor).

20c Bath Towels—Clearance Price..... **15c**
(Second Floor).

40-inch Voiles, Organdies and Handkerchief Linen. Regular 25c values..... **19c**
(Second Floor).

38-inch Splash and Seed Voiles, 35c values. Clearance Price, per yard..... **24c**
(Second Floor).

\$1.50 Sport Stripe Tussah Silk, 30 to 36 inches wide. Good assortment of colors. Clearance Price, yard..... **89c**
(Second Floor).

\$1.25 Satin Stripe Silk Shirting, 36 inches wide; good heavy quality. Over 50 patterns to select from. Clearance Price, yard..... **69c**
(Second Floor).

Plain and Fancy Dresses—White and colors. Lace and embroidery trimmed, some are all-over embroidery, ribbon drawn. Last year's styles transferred from third floor. These dresses are worth up to \$25. Clearance Price..... **\$1.00**
(Downstairs Store).

Women's Union Suits—A lot of odds and ends of broken lines. Lace or tight knee. Regular and outsize. All summer weights. Worth up to \$1.25. Clearance Sale Price..... **69c**
(First Floor).

Petticoats—In blue and white and grey and white stripes. Made very full. 14-inch bias flounces. A dandy garment for every day wear. Clearance Price..... **33c**
(Downstairs Store).

Extra Special
75c
UNDERMUSLINS
39c
This line consists of Combinations, Corset Covers, Gowns, Drawers and Princess Slips, made of excellent materials; plain or trimmed styles. Regular price 75c. Special..... **39c**

SPECIALS

Ivory Soap, 7 bars for..... **25c**

10c Bon Ami Powder..... **8c**

1 lb. Baby and Coryopsis Talcum..... **10c**

15c Colgate's Cashmere Bouquet Soap..... **10c**

\$1.40 Ricksecker's Toilet Water, assorted odors for..... **89c**

Mennen's Borated Talcum Powder..... **11c**

25c Prophylactic Tooth Brushes, slightly imperfect Each..... **15c**

Pinaud's Lilas de France Vegetal..... **53c**

\$1.25 Hot Water Bottle, slight seconds..... **45c**

\$1.25 Maroon Rubber Fountain Syringe complete for..... **55c**

3 Bars Fels Naphtha Soap for..... **21c**

7 bars Violet Glycerine Soap for..... **25c**

50c Hind's Honey and Almond Cream..... **29c**

8 Bars Colgate's 5c Shaving Soap..... **25c**

Coryopsis of Japan Talcum 2 for..... **25c**

Large Box Superlative Face Powder..... **21c**

Parsons 25c Ammonia..... **19c**

SAFETY RAZOR

3-Day Sale of Toilet Goods and Drug Sundries

THURSDAY, FRIDAY AND SATURDAY

Greater values, wider variety of goods from which to select and better and more intelligent service. These are a few of the features that will characterize this sale. We are out to break all records in selling standard toilet goods and drug sundries. To accomplish this we must make lower prices than have ever been quoted before in El Paso. Scan this page carefully—don't miss a single item. Check off what you will need for the next few months and bring this ad with you so nothing will be forgotten. Owing to these extremely low prices we reserve the right to limit quantities.

SOAPS

5c Ivory Soap, 7 for..... **25c**
Colgate's All Around, per doz..... **95c**
25c Resinol..... **19c**
Colgate's Palm and Elder Flower, per dozen..... **95c**
25c Cuticura..... **14c**
5c Queen Regent (Swift's) 7 for..... **25c**
Armour's Clover Oatmeal and Butter-milk, 6 for..... **25c**
Transparent Violet Glycerine, 7 for..... **25c**
15c Jap Rose Glycerine, 4 for..... **25c**
25c Woodbury's Facial..... **19c**
10c Palm Olive, 6 for..... **42c**
10c Jergen's Peroxide Bath, 3 for..... **25c**
Pear's Unscented Soap, 2 for..... **25c**
15c Boxed Perfumed Soap, 3 in a box..... **9c**
15c Colgate's Cashmere Bouquet..... **10c**
25c Packer's Tar Soap..... **15c**
25c Pear's Scented Soap..... **17c**
25c Colgate's Bay Rum, Honey, and Clematis, 3 in a box..... **20c**
10c Physician's and Surgeon's, 3 for..... **25c**

DRUGS

50c Mentholatum..... **39c**
25c Mustard..... **19c**
25c Sloan's Liniment..... **19c**
1 pt. Wood Alcohol..... **25c**
\$1.00 Lydia Pinkham's Compound..... **79c**
Lydia Pinkham's Liver Pills..... **19c**
2 oz. Listerine..... **19c**
3 oz. Listerine..... **35c**
14 oz. Listerine..... **62c**
25c Amoline..... **15c**
25c Bromo Seltzer..... **19c**
50c Pond's Extract..... **35c**
50c Dodson's Liver Tonic..... **39c**
\$1.00 Dr. Pierce's Favorite Prescription..... **73c**
25c Calocide (for the feet)..... **19c**
25c Carter's Little Liver Pills..... **19c**
25c Bellan's Indigestion Tablets..... **19c**
\$1.00 Warner's Safe Diabetic Remedy..... **89c**
\$1.00 Hostetter's Stomach Bitters..... **79c**
25c Omega Oil..... **19c**
25c Lydia E. Pinkham's Laxative Wash..... **17c**
50c Mellin's Food..... **37c**
\$1.00 Beef, Iron & Wine..... **89c**
25c Castoria..... **23c**
25c Lydia E. Pinkham's Pills..... **19c**
\$1.00 Horlick's Malted Milk..... **89c**
50c Horlick's Malted Milk..... **39c**
\$1.00 Scott's Emulsion..... **89c**
75c Jaid Salts..... **55c**
25c Seidlitz Powders..... **23c**
25c Cascara..... **23c**
\$1.00 Hood's Sarsaparilla..... **89c**
\$1.00 Pond's Extract..... **69c**
50c Swamp Root..... **39c**

ROUGE

50c Elvira Cerise..... **29c**
Lip Sticks..... **15c**
40c El Perfecto Veda..... **35c**
Hudnut's Dry..... **50c**

TALCUMS

50c Thais Talcum..... **23c**
Colgate's Baby Talcum (purest of talc)..... **15c**
25c Ricksecker's Golf Queen Talcum..... **11c**
Williams' Violet Talcum..... **15c**
Squibb's Violet Carnation and Unscented Talcum..... **15c**
Mary Garden Talcum..... **45c**
25c Honey Moon Talcum, 2 for..... **25c**
Coryopsis of Japan Talcum, 2 for..... **25c**
Sanitol Talcum..... **19c**
Dier Kiss Talcum..... **23c**
Mennen's Talcum..... **11c**
Perin's Violet and Lilac Talcum..... **15c**
Colgate's Baby's Violet..... **15c**
Cashmere Bouquet, etc. Talcum..... **15c**
1 lb. Coryopsis of Japan Talcum..... **10c**

CLEARING SALE

Daily, as our inventory progresses, there are new lots thrown into this great sale. Odds and ends, broken lots, discontinued lines, odd sizes, etc., are daily being brought out for quick disposal. The low prices at which this merchandise is being sold in no way indicates its present market value.

TOILET AND DRUG SALE

This is a sale with which we planned to open our recently enlarged Toilet Goods and Drug Section about a month ago, but which had to be postponed on account of trouble we have experienced in securing certain preparations made from drugs which the war has made scarce. We were not satisfied to offer a few "leaders" and call it a sale, but waited until our stock was most complete. You will note below practically every wanted article and all are quoted at a great deal less than the standard price. As there is nothing that is perishable you can save considerable by purchasing a liberal supply now.

EVERYBODY'S

We Give "S. & H." Trading Stamps.

To introduce their razor the manufacturers of Burham Safety Razors have authorized us to give away FREE at their expense one Burham Safety Razor with a 39c shaving outfit consisting of:

1 pkg. Colgate's or Williams' Shaving Cream or stick..... **10c**
1 Burham Safety Razor..... **30c**

FREE

LONG STEM SPENCER SWEET PEAS

From our valley gardens, fresh hourly, per bunch..... **2c**

SPECIALS

39c Rubber Household Gloves for..... **23c**

\$1.00 Ivory Mirrors..... **49c**

10c Jap Rose Soap, 4 bars for..... **25c**

1 lb. bar Castile Soap..... **7c**

50c Thais Talcum..... **23c**

\$1.00 Rubber Cushion Hair Brushes..... **69c**

1 Lot Hair Brushes in light and dark wood backs—an extra special at..... **10c**

Johnson & Johnson 1 lb. antiseptic Cotton..... **49c**

\$1.00 Herpicide Hair Tonic at..... **79c**

50c La Blanche..... **33c**

\$1.50 Gouraud's Oriental Cream..... **98c**

\$1.50 Maroon Rubber Syringe..... **\$1.10**

25c Woodbury's Facial for..... **14c**

Pear's Unscented Soap, two for..... **25c**

15c Boxed Perfumed Soap, 3 in a box..... **9c**

\$2.00 Thermos Food Jars..... **\$1.79**

Mennen's Shaving Cream..... **14c**

50c Pebecco Dental Paste at..... **29c**

Cretonne in every conceivable design. More than 200 from which to select. Suitable for side draperies, coverings, etc. Sold 25c to 35c yard. Clearance Price..... **19c**
(Fourth Floor).

Aprons—Made of good quality gingham. Clearance Sale Price Each..... **10c**
(Downstairs Store).

15c Laces in Cluny, Platt Val and Shadow. Comes in White, Cream and Ecru. 15c values. Clearance Price, yard..... **5c**
(First Floor).

65c Camisole Embroidery in St. Gall Swiss. Embroidered in numerous pretty designs. Extensive assortment. Clearance Price, yard..... **39c**
(First Floor).

35c Taffeta Ribbon, 3 inches wide. Suitable for Hair Bows and Sashes. In Pink, Myrtle, Tan, Brown, Copenhagen, etc. Clearance Price, yard..... **19c**
(First Floor).

400 Silk Parasols in Messalines and Taffetas. Large variety of stripes, checks, borders and floral designs, in bell, dome, Jap and plain standard styles. All designs. From \$2.98 to \$15.00, at ONE-HALF PRICE.
(First Floor).

Stamped Scarfs and Center Pieces, 36 inch. Conventional designs in an odd lot of patterns. \$1. values. Clearance Price..... **29c**
(First Floor).

Dresses that sold up to \$25 and \$27.50. You cannot afford to miss these. A splendid assortment of medium and dark shades to select from; All sizes. At special Pre-Inventories Price..... **\$12.50**
(Third Floor).

Dresses that sold for \$35.00, and they were bargains at the original price. You may have your choice of about 50 of these fifty dresses that will go in our Pre-Inventories Sale..... **\$16.75**
(Third Floor).

Suits that sold for \$29.75, including 44 Cloth Suits and about 32 Silk Taffetas in Navy, Black and Copen; all sizes. The program here is a clean sweep. Pre-Inventories Sale..... **\$13.75**
(Third Floor).

Extra Special
10c
LADIES' HANDKERCHIEFS
6 FOR 29c
Made of a dainty sheer lawn with wide hem nicely hemstitched. A splendid quality for general use. Buy a liberal supply now as they will not be offered again at this price.

Dental Preparations

50c Pebecco Dental Paste..... **29c**
25c Dr. Lyon's Dental Paste..... **19c**
25c Dr. Lyon's Powder..... **19c**
25c Euthymol Dental Paste..... **17c**
25c Sorodent Paste..... **19c**
25c Sorodent Dental Liquid..... **19c**
25c Sorodent Dental Powder..... **15c**
25c Colgate's Dental Cream..... **20c**
25c Euthymol Dental Paste..... **17c**
Dr. E. L. Grave's Dental Powder..... **14c**
25c Ricksecker's Dental Paste..... **15c**
25c Rubiflow..... **19c**
25c Santal Paste or Powder..... **19c**
25c Perin's Dental Paste..... **19c**
25c Pond's Dental Cream..... **19c**
25c Superlative Dental Powder..... **15c**
25c Kolynos Dental Paste..... **19c**
25c Calox Dental Powder..... **19c**
25c Laveria Mouth Wash..... **19c**

Shaving Preparations

Mennen's Shaving Cream..... **14c**
Colgate's Shaving Stick..... **19c**
Williams' Mug Soap..... **3c**
5c Bar Colgate's Shaving Soap..... **25c**
25c Lusterite Cuticle Ice..... **19c**
1 pint Witch Hazel..... **25c**

MANICURE PREPARATIONS

25c Lusterite Nail Brush..... **15c**
25c Dr. Gray's Rosevine..... **19c**
25c Lusterite Cuticle Ice..... **19c**
Beau Brummell Nail Polish..... **45c**
25c Cutex Nail White..... **25c**
25c Cutex Polish (Cake)..... **25c**
25c Cutex Polish (Paste)..... **25c**
25c Cutex Cuticle Remover..... **25c**
Orange Sticks..... **10c**
Files..... **10c**
Emery Boards, pkg..... **5c**
Cuticle Scissors..... **50c**

Free Until 9 A. M.

To every lady who makes a cash purchase of one dollar or more, over the counter in this department to 9 a. m. tomorrow, we will present a Gift Package containing:

1 25c Can Honey Moon Talcum.
1 Week End Size Bottle of Hind's Honey and Almond Cream.
1 Week End Size Bottle of Hind's Lotion.
1 D'jer Kiss Powder Puff.
1 10c package Bien Lax.
1 Week End Size Bottle of Pond's Cold Cream.
1 Week End Size Bottle of Pond's Vanishing Cream.
You'll have to be here early.

FOR THE HAIR

\$1.00 Herpicide Hair Tonic..... **79c**
\$1.00 Dandruffine..... **89c**
50c Wyeth's Sage & Sulphur..... **39c**
25c Dunderine..... **17c**
50c Gramatan Dandruff Remedy..... **39c**
Pinaud's Eau de Quinine..... **42c**
Pinaud's Eau de Quinine..... **79c**
50c Palm Olive Shampoo..... **39c**
25c Jergen's Violet Glycerine Shampoo..... **25c**
Wanous Bags for Shampooing..... **7c**
50c Canthrox..... **37c**
Hudnut's Liquid Green Soap..... **50c**

Me'ba Preparations

50c Me'ba Toilet Water..... **75c**
50c Me'ba Face Powder..... **75c**
50c Me'ba Face Powder..... **25c**
50c Me'ba Face Powder..... **25c**
50c Me'ba Face Powder..... **25c**
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50c Me'ba Face Powder..... **25c**
50c Me'ba Face Powder..... **25c**
50c Me'ba Face Powder..... **25c**

FACE POWDER

Pivers Amre Powder..... **85c**
Pivers LeTrefle Powder..... **85c**
25c Superlative..... **21c**
25c Rodger & Gallet Rice Powder..... **25c**
Mary Garden Rice Powder..... **89c**
Carmen Face Powder..... **39c**
Anker Sisters Beautifier..... **25c**
50c Mme. Isabelle's Face Powder..... **39c**
50c Java Rice Face Powder..... **35c**
Elvira Face Powder..... **50c**

Creams & Lotions

50c Hind's Honey & Almond..... **29c**
25c Jergen's Benoin..... **21c**
25c Frostilla..... **21c**
\$2.50 Madame Scovias Wrinkle Cream..... **98c**
50c Stillman's Freckle Cream..... **35c**
50c Dr. Charles Fresh Food..... **35c**
Elvira Cream..... **50c**
50c Sempere Giovanni..... **39c**
Superlative Cold Cream..... **15c**
Ingram's Milk Weed Cream..... **45c**
50c Pompeian Massage Cream..... **34c**
25c Creme de Meridior..... **19c**
Perin's Vanishing Cream..... **25c**
Perin's Cold Cream..... **25c**
50c Palm Olive Cold Cream..... **39c**
\$1.00 Mercolized Wax..... **59c**
50c Creme Simon..... **45c**
Pompeian Night Cream..... **29c**
Pompeian & Remedial's Cold Cream..... **39c**
Pond's Cold Cream (tubes)..... **39c**
Hudnut's Marvellous Cream, 25-50-25c..... **19c**
Gusterite Hand Velvet..... **10c**
\$1.00 Madame Isabelle's Wrinkle Cream..... **50c**
50c Mme. Isabelle's Turkish Bath Oil..... **39c**

Deodorants

25c Munn..... **19c**
25c Sprio..... **15c**
25c Sprio..... **15c**
25c Od-Oro-No..... **19c**

Maternity Outfits

Obstetric Maternity Sheet, made from the very best rubber, 26x35 inches..... **\$1.50**

If You Wish To Avoid the Crowd Which will be at the sales counter, shop at the ORDER STATION.

Bring a copy of this ad, make a list of what you desire from the samples which will be shown you, pay for your purchase or have it charged or sent C. O. D. The orders will then be carefully and accurately filled and delivered to your residence without further trouble on your part.

BRUSHES

Extra good Hair Brushes with real bristles, assorted styles, values up to \$1.25, \$1.50; sale price..... **89c**
25c Nail Scrubs..... **10c**
19c Round Bristle Tooth Brushes..... **10c**
Rubber Set Tooth Brushes..... **25c**
Prophylactic Tooth Brushes..... **25c**
Rubber-set Shaving Brushes..... **25c**
Brushes..... **25c, 50c, 75c, \$1.00**
1 lot of Tooth Brushes, 25 dozen in lot, a 25c value, each..... **15c**
One of the very best Rubber Cushion Hair Brushes made—offered at special prices during this sale. Solid wood back and guaranteed pure bristles firmly set in Maroon Rubber Cushion—absolutely sanitary—easy to keep clean—\$1.00 value..... **69c**
1 lot Hair Brushes in light and dark wood backs—an extra special, at..... **19c**

Bandages and Cotton

1 doz Sanitary Napkins..... **35c**
Johnson & Johnson Adhesive Plaster, per spool..... **25c**
Johnson & Johnson 1 lb. Antiseptic Cotton..... **49c**
Johnson & Johnson 4 oz. Antiseptic Cotton..... **15c**
Johnson & Johnson 8 oz. Antiseptic Cotton..... **25c**
Johnson & Johnson Plain Gauze, 5 yds., 3 pkg..... **49c**
\$2.00 Zonax Oiled Silk..... **\$1.50**
Zonax bonded, carbolated and iodiform Bandage Gauze, 25c, 39c, 50c
1-2 inch Gauze Bandage..... **19c**
2 inch Gauze Bandage..... **19c**
2-2 inch Gauze Bandage..... **15c**

Chamois & Sponges

Household Washable Chamois..... **25c**
Face Chamois..... **10c**
Household Sponges..... **10c**
Silk Sponges..... **10c**

For the Feet

Calocide..... **19c**
Allen's Foot Ease..... **21c**
Gels It..... **19c**